GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4958
ANSWERED ON:25.08.2000
MEASURES TO START SMALL AND MEDIUM NEWSPAPERS
BHAWANA GAWALI (PATIL)

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the criteria adopted for advertisements for medium and small newspapers by D.A.V.P.;

(b) whether the leading newspapers being brought up by big business houses are getting maximum advertisements;

(c) if so, the details thereof and the reasons therefor; and

(d) the remedial measures proposed to be taken to steer the small and medium newspapers out of crisis?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF TH MINISTRY LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY)

(a) Government advertisements are released to the newspapers empanelled with DAVP as per the provisions of the Government of India Advertising Policy, which aims to secure the widest possible coverage through out the country.

(b) DAVP does not maintain any list of leading newspapers being brought out by big business houses and this is not a criterion for release of advertisements. DAVP releases advertisements to newspapers keeping in view the publicity requirements, target audience, area to be covered and the availability of funds.

(c) & (d): Do not arise.